

Message Text

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INFO OCT-01 EA-11 ISO-00 EB-11 SS-15 RSC-01 /039 R

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APPROVED BY:EB/OCA/REP:LHPOMEROY

COM/BIC/OED/NABAD:MEFREEMAN

COM/BIC/OED:RWILBOURN/DHBAKER

COM/BIC/OED/NBAD:JFLAVERT

COM/BIC/OIM/PWLEINENBACH/TA MIYAKAWA

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FM SECSTATE WASHDC

TO AMEMBASSY TOKYO PRIORITY

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E.O. 11652: N/A

TAGS:BEXP JA

SUBJ: SEMINARS IN UNITED STATES ON EXPORTING TO JAPAN

REF: TOKYO 12777

1. COMMERCE APPRECIATES EMASSY AND ACCJ RECOMMENDATIONS GIVEN REFTEL. HOWEVER, WAS NECESSARY TO SELECT OTHER PANELISTS THIS WEEK TO ENABLE CO-SPONSORS TO PREPARE AND MAIL THEIR ANNOUNCEMENTS WITH NAMES OF PANELISTS. PANELISTS SELECTED WERE: FRED MILLER, PRESIDENT, WEST BOND INC., ORANGE, CALIFORNIA FOR LOS ANGELES SEMINAR; R. HENRY SEELAUS, VICE PRESIDENT-INTERNATIONAL OPERATIONS, YWARWAY CORPORATION, BLUE BELL, PENNSYLVANIA FOR PHILADELPHIA; DAVID B. PECK, VICE PRESIDENT-FAR EASTERN OPERATIONS, SPRAGUE ELECTRIC COMPANY, NORTH ADAMS, MASSACHUSETTS FOR BOSTON; DAVID J. MEDLEY, VICE PRESIDENT, COLLINS RADIO INTERNATIONAL, DALLAS; SAMY AYOUB, VICE PRESIDENT AND TREASURER, COCA COLA EXPORT CORPORATION, ATLANTA.

2. PAUL LEINENBACH OR ARTHUR MIYAKAWA WILL BE COMMERCE PANELISTS. JAPAN TRADE CENTER IN NEW YORK PROVIDING REPRESENTATIVES AS PANELISTS.

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3. SEMINAR SITES AS FOLLOWS: BILTMORE HOTEL, LOS ANGELES; SHERATON HOTEL, PHILADELPHIA; HOWARD JOHNSON HOTEL, BOSTON; SHERATON HOTEL, DALLAS; SHERATON-BILTMORE, ATLANTA.

4. FORMAT EACH SEMINAR AS FOLLOWS- 11:00-12:00 REGISTRATION:
12:00-1:30 LUNCHEON, WITH WELCOMING AND KEYNOTE ADDRESS; 1:30-2:30
TWENTY MINUTE PRESENTATIONS BY EACH OF THREE PANELISTS. BUSINESS-
MAN PANELIST TO SPEAK ON "ASSESSING THE JAPANESE MARKET"; JTC
PANELIST TO SPEAK ON "SELECTING PRODUCTS FOR JAPANESE MARKET";
COMMERCE PANELIST TO SPEAK ON "PENTRATING THE JAPANESE MARKET".
QUESTION AND ANSWER PERIOD FROM 2:30 TO 3:30.

5. CO-SPONSORING ORGANIZATIONS ARE: FOREIGN TRADE ASSOCIATION OF
SOUTHERN CALIFORNIA; FOREIGN TRADERS ASSOCIATION OF PHILADELPHIA;
INTERNATIONAL CENTER OF NEW ENGLAND; DALLAS CHAMBER OF COMMERCE;
ATLANTA CHAMBER OF COMMERCE.

6. COMMERCE WILL INFORM EMBASSY AND ACCJ AS SOON AS DATE AND
DETAILS ARE ESTABLISHED FOR NEW YORK SYMPOSIUM. KISSINGER

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